

# Ideal Culture vs. Real Culture

- \* **Ideal** - values, norms and goals that a group considers ideal and worth aspiring to - Ex. Success = hard work, academic progress and display of material goods
- \* **Real** - norms and values actually followed Ex. Success = may display the material goods, but not work hard or strive for academic success



# Cultural Concepts and Issues

## I. Biology vs. society: which is more powerful?

instinct vs. culture:

culture is learned/instinct inevitable

most social scientists believe that humans DO NOT have “true” instincts: therefore, all our behavior is learned/chosen.

Do you agree?

How much does biology affect who we are?

## II. The importance of technology and culture

◆ A. cultural lag- William Ogburn's term for human behavior lagging behind technological innovations. (9 month school year?) ◆

B. cultural diffusion (borrowing) consists of material culture and technology - diffusion is the spread of cultural characteristics from one group to another

-usually seen desirable and non-threatening

-ex. Cell phones, cars, antibiotics, electricity



C. cultural leveling-process by which cultures become similar, especially in non-material culture

-usually seen as more threatening because it's the ideas and beliefs, or values that change